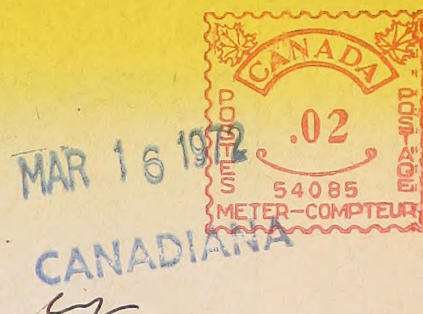


TO:
MR. BERNARD A. OWER,
LIBRARIAN,
BUREAU OF STATISTICS,
OTTAWA, ONTARIO.

Alberta NEWSLETTER



INDUSTRIAL DEVELOPMENT BRANCH OF THE PROVINCE OF ALBERTA

Department of Economic Affairs

HON. A. R. PATRICK, Minister

EDMONTON, ALBERTA, CANADA

RALPH R. MOORE, Deputy Minister

VOL. 2, No. 7

RICHARD MARTLAND, Director

AUGUST, 1958

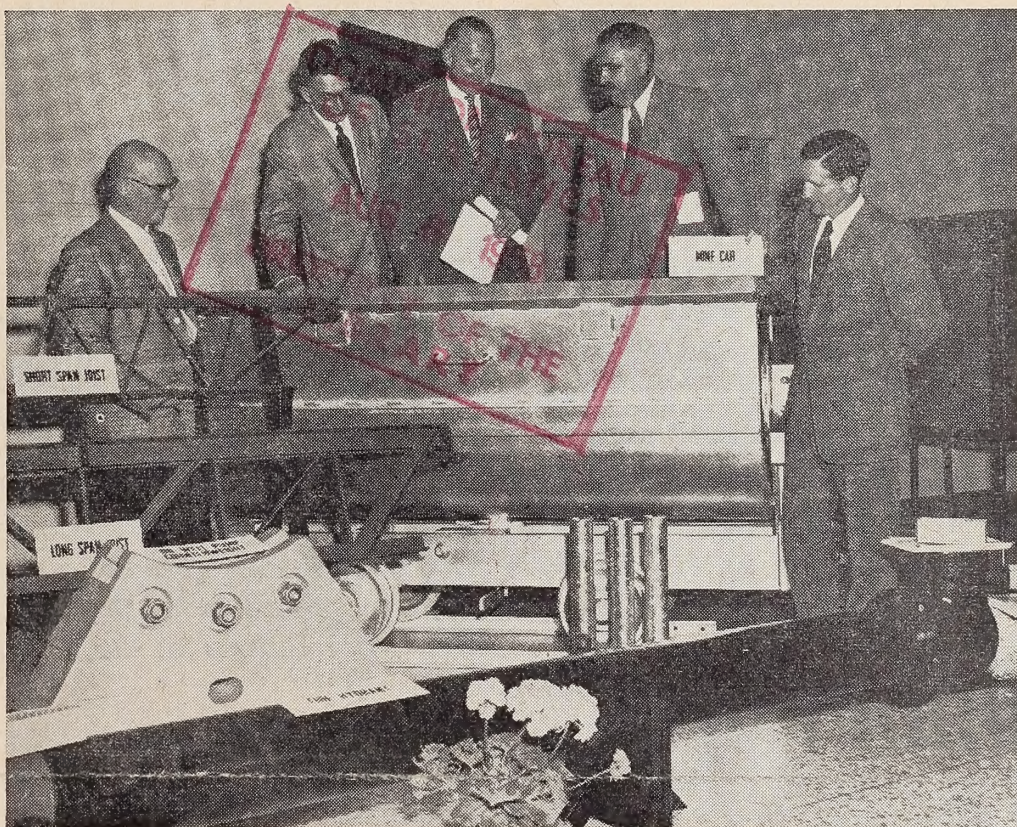
GREATER HOME MARKET SOUGHT FOR ALBERTA GOODS

A "Buy Alberta" conference designed to promote the sale and recognition of products manufactured in Alberta was held in Edmonton's Jubilee Auditorium, June 17, under the joint sponsorship of the Provincial Departments of Industries and Labor and Economic Affairs. More than 125 leaders in business and government were in attendance.

Premier E. C. Manning, Hon. A. R. Patrick, Minister of Economic Affairs, and Hon. R. Reiersen, Minister of Industries and Labor officially opened the conference.

In his address, Premier Manning said the conference was called to determine what practical steps could be taken to stimulate greater use of Alberta products. He gave his assurance that the Provincial Government would more than welcome recommendations coming from the meeting, and would be prepared to act on the suggestions.

He outlined the progress of manufacturing in Alberta in the past twenty years. In 1936 there were only 905 manufacturing plants in Alberta. In 1957 there were 2,165 plants. The number of employees increased from 11,750 to 40,000 while payrolls of plants



Alberta-made mine car is examined by delegates.

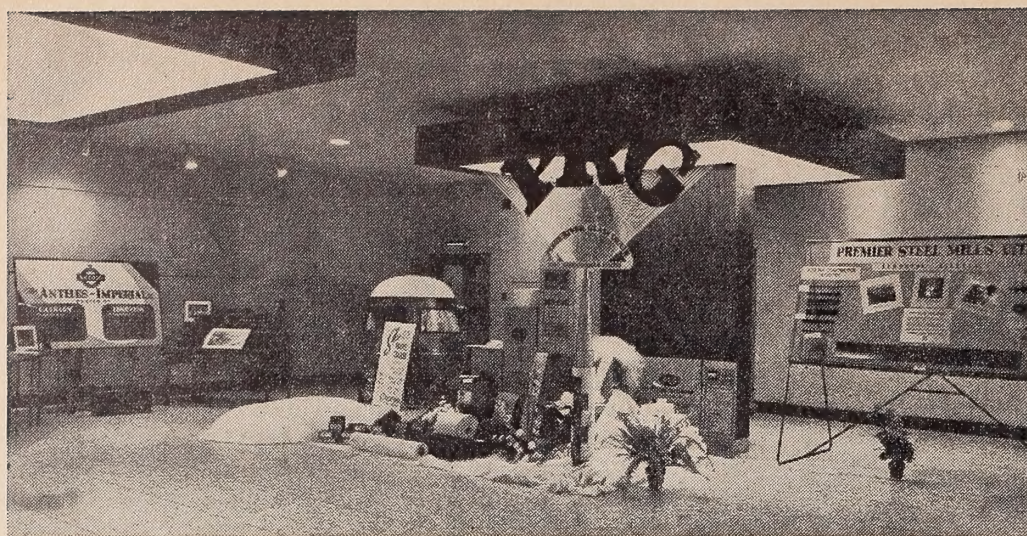
jumped from \$12¼ million in 1936 to \$132 million in 1957.

The first panel of the day discussed possible benefits of a "Buy Alberta" program and ways and means of implementing such a scheme.

Member of the panel, with J. Bodie, representing the Canadian Manufacturers' Association; D. Erickson, labor; Henry Young, farm groups, and D. Griffin, Chamber of Commerce, felt that a cam-

paign would make Albertans more conscious of their products and manufacturers, and thus encourage them to at least compare local products with others before buying. It would also encourage Albertans to improve the quality of goods by stimulating interest and pride in their accomplishments.

It was suggested that a Buy Alberta campaign be designed as a long term project and should take the form of an exceedingly low-pressure program. To be ef-



Alberta products on display.

fective, it must have full organizational and financial support from all concerned.

It was proposed that displays of products in public buildings, media advertising, and tours of manufacturing plants would help make Albertans aware of the products manufactured here.

Second panel of the conference dealt with publicizing Alberta's products. Four speakers represented government advertising, retail advertising, manufacturing publicity and advertising agency services. They were Hal Martin, director of publications, Department of Economic Affairs; H. G. Currie, advertising manager, Hudson's Bay Co.; A. G. Ziegler, Western Cabinet Manufacturing Co., and G. G. Steeves, manager, Ronalds Advertising Co. respectively.

It was pointed out that retail stores could aid in the promotion of a Buy Alberta campaign in several ways. Special "Made in Alberta" signs could be displayed with products throughout the store, and smaller tags could be attached to each individual product. Window displays, newspaper advertising, radio and television commercials could also be employed in promotion. Sales staff direction to particularly encourage sales of Alberta products would aid the program considerably.

The panel agreed that a standard insignia should be designed, and used on all goods. Manufacturers were urged to incorporate as many locally produced or processed materials as possible in their production, and it was suggested that the slogan "Made in Alberta" be frequently included in correspondence.

Some suggestions for a theme along which a campaign could be based included the "Made in Alberta" slogan or "Look for the Big A". The assembly felt that any campaign should be one of identification, not indoctrination. It was stated that consumers would buy more Alberta produced goods if they were readily marked as such. Consumers are not too familiar with local brands at the present time.

Displays of Alberta products at major exhibitions and fairs was advocated. It was stated that mil-

lions of persons would view such displays, with increased purchases the direct result. The panel also suggested that a Buy Alberta conference be held each year, and that additional, smaller district conferences be conducted.

The final panel discussed the aspects of industrial, wholesale and retail buying in a "Buy Alberta" campaign. Represented were oil companies, retail merchants, wholesale firms and purchasing agents, by W. Litzgus, Syd Thompson, G. J. Harrington and W. J. Arnett respectively.

It was felt that better promotion on behalf of manufacturers and more interest by buyers as to what products were available at competitive prices and of comparable quality would boost the sale of Alberta products. Manufacturers must provide service if they wish to sell their products.

The role of wholesalers was described as very necessary to the corner store merchant who cannot afford to buy and stock large quantities of goods. It was felt that if Alberta manufacturers would provide consistent service to wholesalers, more of their products would reach the buying public.

The panel felt that an extensive campaign was necessary to convince consumers, particularly housewives, that Alberta goods are equal in quality and price to imported products. Too many



General view of exhibits.

consumers associate the word "imported" with "better".

A campaign should stress the fact that provincial prosperity depends largely on the support of local industries, and that every dollar spent on Alberta goods stays in the province, helping to provide better schools, highways and other services.

It was urged that manufacturers and buyers "get together". Educational tours of plants, brochure and other advertising, and talks to groups or associations of purchasing agents would aid the manufacturers campaign.

petuate and direct a continuing program,

Therefore be it resolved, that for publicity purposes and to stimulate their marketing, all Alberta-Made goods bear a readily recognizable and standardized insignia, and that a standing committee organize and maintain a publicity program that is designed to educate the Alberta public to the worth of a Buy Alberta Program. And be it further resolved that the conference recommend to the committee a careful study of the structure and operations of similar pro-

on the necessity of the full support and participation of all interested parties and especially of Alberta producers themselves,

Therefore be it resolved, that the conference express the hope that all Alberta producers when establishing their advertising budget for the next year will give serious consideration to make adequate provision for funds to assist in the conduct of a Buy Alberta campaign.

RESOLUTION 5—Whereas this Buy Alberta conference is agreed on the desirability of a continuing program better to acquaint Albertans with the variety, quality and availability of Alberta products, Therefore be it resolved, that at future conferences representatives of key provincial organizations such as Canadian Association of Consumers, Women's Institute, Farm Women's Union of Alberta, etc., be invited to participate, not in a separate group as "women" but as consumers of Alberta products, and, Further be it resolved that the desirability of appointing one or more women to act as advisers to the standing committee, be explored, And be it further resolved, that consideration be given to include a representative of the architects and professional engineering groups to advise on specifications.

RESOLUTION 6—Whereas the general public of Alberta are in our opinion interested in buying Alberta Made Products and whereas, throughout discussions at this conference it has been agreed that the general public are not well enough informed as to what Alberta products are available, Therefore be it resolved, that the standing committee be instructed to endeavour to organize a Buy Alberta week once a year.



View of display area.

Six resolutions received the unanimous approval of the assembly. Included were:

RESOLUTION 1—Whereas there is a general interest throughout Alberta in a Buy Alberta Program, Therefore be it resolved that the program committee be authorized to appoint a representative standing committee to organize and direct such a program.

RESOLUTION 2—Whereas there is a general interest throughout the Province in the Buy Alberta Program, and Whereas an organization is necessary to per-

grams in other provinces in this connection.

RESOLUTION 3—Whereas there is a general interest throughout the Province in a Buy Alberta Program, and to further stimulate interest,

Therefore be it resolved, that the program of displaying Made in Alberta Products be extended to the exhibitions and fairs throughout Alberta, and that ultimately consideration be given to the holding of an Industrial Exhibition.

RESOLUTION 4—Whereas this Buy Alberta conference is agreed

VARIETY OF GLASSWARE

MADE BY ALTAGLASS LTD.

A Canadian glass factory producing hand crafted glassware, Medicine Hat's "Altaglass" plant is making rapid progress in its marketing across Canada. The company's catalogue of merchandise is growing steadily as the firm meets requirements of new market areas.

The plant, which is located in a building at the municipal airport, manufactures vases, figurines, bowls, lamp bases, ash trays and other articles that demand hand processing. The glass is colored to specifications.

President and manager of Altaglass is Mr. John Furch, who came to Canada from Europe to open his first plant in Ontario, before moving to Medicine Hat in 1950. To date, the major impediment in factory expansion has been the difficulty in obtaining qualified glass workers. They must come from Europe, where the vocation is centuries old.

Major attraction for the business in Medicine Hat is the volume of low cost gas fuel. Altaglass uses about 500,000 cubic feet of gas a month to produce the high temperatures needed in the melting furnaces.

A heat of about 2,400 to 2,500 degrees (depending on the color) is required to handle each melt of glass. This heat is decreased to 2,100 during the working period, but kept at 2,500 during the night when each 150 pound charge of glass is manufactured.

Ingredients of the glass are silica sand, which comes from Ottawa, Ill., and Winnipeg, Manitoba; soda ash from Amherstburg, Ontario, and potash from Niagara Falls.

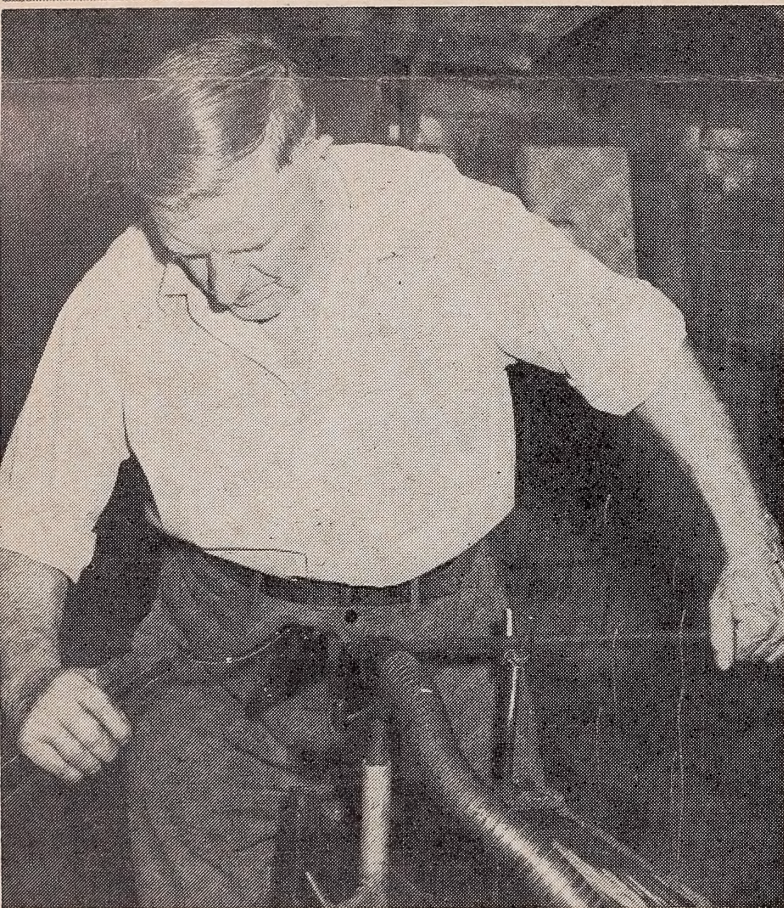
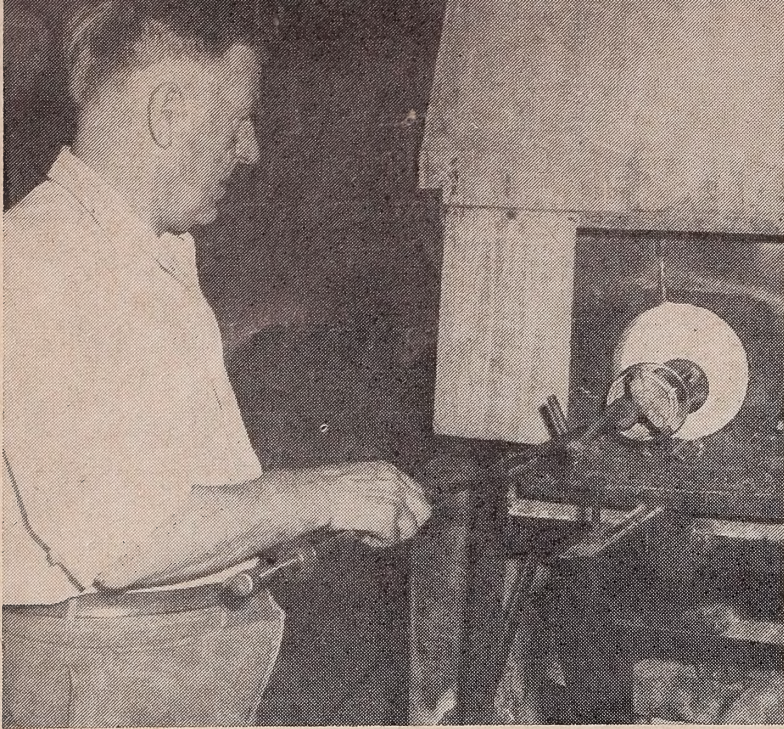
Greatest portion of material turned out by Altaglass is made without lead content, designed for the lower priced, mass market. Glass containing lead is subject to tax and is more suitable for expensive cut, etched or engraved crystal glass. This more costly type of glass can be made at Altaglass on specific order in suitable quantity.

Prices of the glass articles, which range from bowls and ash trays to vases and paperweights are kept low to compete with imported glassware. The quality found in the Alberta product, trade-marked with the "Altaglass" sticker, is making steady inroads on markets held by Canada's imported glassware.

Top — First step in any design operation is heating the glass. The plentiful and low cost natural gas supply at Medicine Hat is favorable to the glass industry.

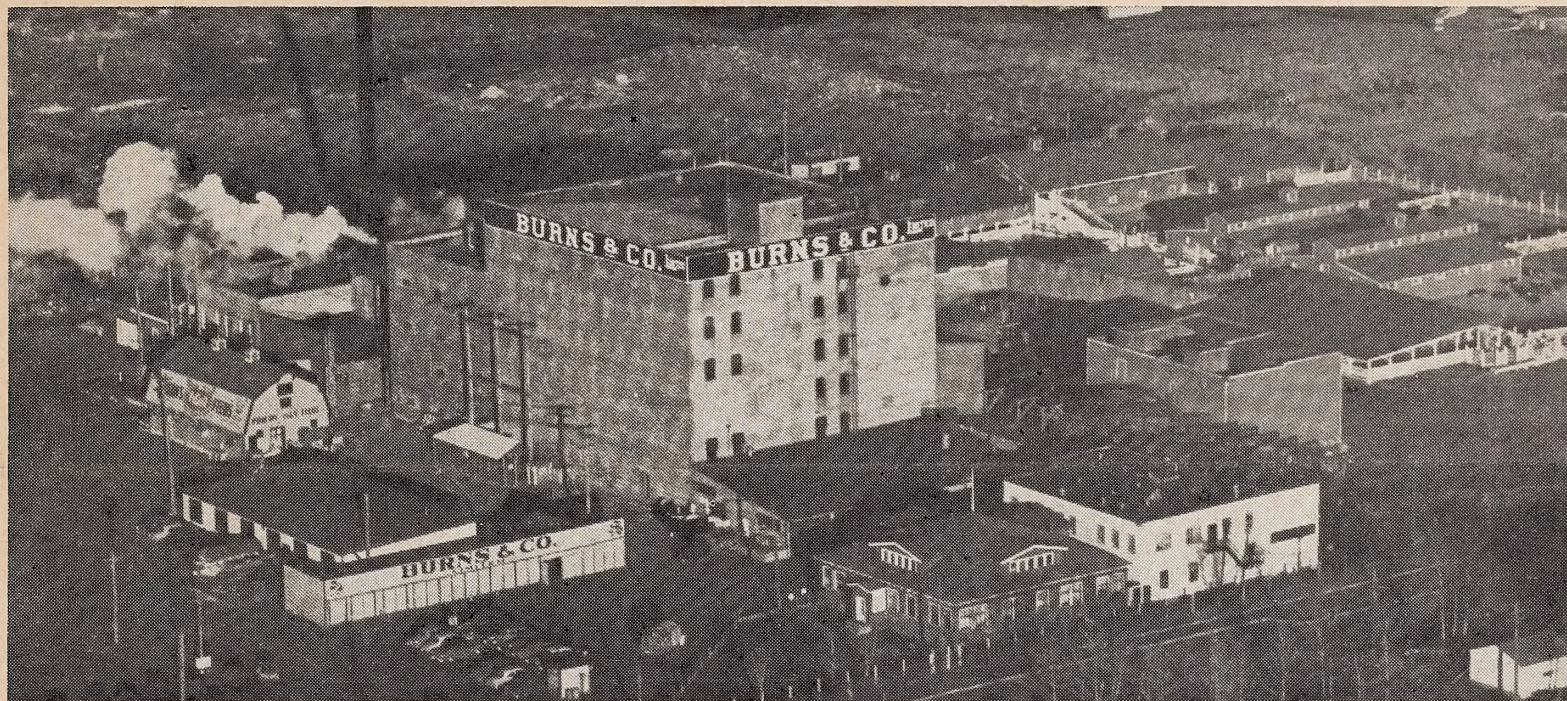
Middle—Swans formed to make ash trays and candy containers are a popular item for Altaglas. Here the neck of the swan is stretched and formed.

Bottom—Vases are another graceful product of the southern firm. Handcrafting permits special coloring and shaping effects.



BURNS & CO. LTD.

PIONEER PACKING FIRM GROWS NATIONWIDE



The Edmonton plant of Burns & Co. Limited is shown with the main plant in centre, office building in foreground, and stock pens to upper right.

The growth of one of Canada's largest meat and food processing organizations, Burns and Co. Limited, has paralleled that of western Canada. The firm, which had its beginnings in 1885, is now represented from Vancouver in the west to Montreal in the east. Total sales of the organization last year jumped to an all time high of \$192,000,000.

Patrick Burns, later to become Senator, sold cattle in Manitoba in 1878, and contracted meat supplies to railway and construction projects in the rapidly expanding west. By 1890 his operations had extended to Calgary and it was there that a head office was established.

Until 1898, the company dealt only in beef. But in that year the firm entered the pork processing business.

In 1909 the pork, cattle and supply business was incorporated under Dominion charter as P. Burns & Company Ltd. The firm gradually expanded distribution, dealing through more than 100 wholesale and retail branches within a territory bounded on the east by Saskatchewan, and on the west by Vancouver Island, south to Macleod and north to Dawson City. By 1915 the company was operating 62 dairies and cheese factories. Majority of the meat was processed in the Calgary plant, built in 1892.

A processing plant was built in Vancouver in 1907, and coast expansion was credited to Mr. Burns' younger brother, Dominic, who had worked for the company at Whitehorse, Dawson City and Vancouver. In gold rush days in the north, beef brought \$1.00 per pound on the hoof, while comparable prairie prices were 10 to 11 cents.

Further growth was noted in 1911 when construction started on a packing house in Edmonton. A new plant was built in Calgary in 1913, following a disastrous fire. The company's activities spread to Prince Albert and Regina, Saskatchewan in 1918.

The produce, vegetable and fruit business was entered in 1920 with seven prairie branches. By 1922 more dairy products — cheese, ice cream, butter and eggs — were included in the firm's sales program.

In 1926, The Consolidated Fruit Ltd. was formed to combine the company's fruit and vegetable business with two other firms. It now operates under the names of Scott Fruit Company and National Fruit Company at 19 different branches throughout Western Canada.

In 1928, Mr. Burns sold his packing house interests and the business became known as Burns & Company Limited, under a re-organized capital structure. That same year Palm Dairies Ltd., was organized to handle ice cream, butter and cheese operations. This organization now conducts a widespread retail dairy and ice cream business with branches across Western Canada and to Sudbury, Ontario. Yet another step was taken in 1929 when Burns first put canned meats on the market. Delicatessen foodstuffs, cattle feed and fertilizers were also added to the growing list of company products.

In 1942, the company moved into the eastern field with the purchase of a packing plant at Kitchener, Ontario. In 1952, Frozen Foods and Delmar Margarine, now in widespread distribution coast to coast, were produced by Burns. A Montreal plant

(Continued on page six)

SOUTHERN FIRM ENTERS BOAT MARKET



Three models in the 14 foot size and one ten foot car-topper are manufactured in the southern Alberta plant. Construction process permits wide range of color combinations.

Commercial building of fibreglass pleasure boats for the western Canada market was started this year by Remington Construction Company Ltd., of Cardston, Alberta. To the end of June the company sold more than 50 boats, most of them on the Alberta market.

The enterprise is run in conjunction with a contracting business in concrete and bridge construction. Most of the tools, premises and staff needed for boat building were already on hand. Production capacity at present is one boat per day, with a working force of eight men.

Three differently styled 14 foot models are manufactured, as well as a 10 foot car topper. Sale prices are somewhat lower than imported boats of comparable size and quality.

Building begins with a hull mold designed by the company. Successive layers of fibreglass cloth are laid on the inner surface of the mold and are

bonded with a special resin glue. Paint is impregnated into the fabric as building progresses. When the material hardens, it is removed from the hull pattern for finishing. Tops are similarly fashioned in a mold and bolted onto the main hull.

One-piece construction of hull offers exceptional rigidity. Fibreglass has virtually no deterioration and repainting is not required for many years.

Local building enables delivery within 10 days from time of order. Color styling is according to customer wants. Orders for imported boats with customer specifications may take up to six weeks for delivery.

Remington Construction Company Ltd. also has begun manufacturing of horse transport trailers and small wading pools for children. Other products are under consideration.

Diversification is being undertaken with a view to keeping men and equipment in gainful use during slack construction periods.

BURNS & CO. LTD.

was added in 1955 while the latest expansion was completion of a new packing plant at Prince Albert.

Meat packing operations comprise the largest sales volume of the Burns operations. Eight plants located at Vancouver, Calgary, Edmonton, Prince Albert, Regina, Winnipeg, Kitchener and Montreal last year were responsible for the production of goods valued at more than \$140 million.

Burns & Co. Ltd., now produces and handles foodstuffs including all types of fresh meats, cured meats, canned meats, all dairy and produce lines,

fruits and vegetables, confectioneries, tobaccos and groceries. The company and its subsidiaries employ more than 6,500 persons across Canada.

In addition to building a meat packing empire, Patrick Burns, one of the west's most prominent pioneers, also developed major ranching operations in Alberta and Saskatchewan. He was known as the "Cattle King" of Canada.

On his 75th birthday, in 1931, Mr. Burns was appointed to the Canadian Senate, where he served until his death in February, 1937.

CITY OF GRANDE PRAIRIE

Location: Section 23-71-6-W6 in Census Division No. 15. Highways No. 34 and 2, also on Northern Alberta Railway line.

Altitude: 2,193 feet.

Temperature: Mean summer, 60 degrees; mean winter, 9 degrees; average annual, 35 degrees.

Rainfall: Average annual rainfall, 10.46 inches; average annual snowfall, 69.14 inches; average total precipitation, 17.36 inches.

Geology: Grande Prairie district is underlain by the Edmonton formation of the Upper Cretaceous period. This features sandy shales and loose to well consolidated sandstone. Coal is mined in many areas.

Soil: This region is in a predominantly black soil zone. Consistent yields of good quality cereals have been produced. Vegetation varies from "parkland" to heavily wooded areas. The district is noted for producing championship grain awards at the Royal Winter Fair in Toronto and the Chicago World Fair.

History: The city was named by a Roman Catholic Missionary who later became Bishop Grouard. First white settler was Thomas Kerr, manager of a Hudson's Bay Company trading post established in 1881. Area was settled in 1910-11. The railway reached the centre in 1916. Grande Prairie was incorporated as a village on April 30, 1914, and as a town in March, 1919. On January 1, 1958, the town was incorporated as a city.

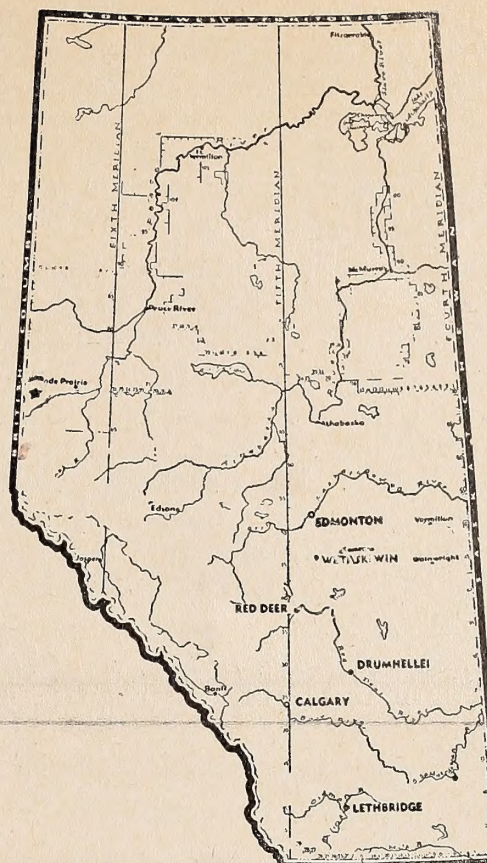
Living Conditions: Grande Prairie is situated in the southern half of the Peace River area, a section marked by rolling plains and scenic river valleys. Two nearby provincial parks offer ideal fishing, boating and swimming recreation. The city is modern in all respects. Eleven churches serve the spiritual needs of the community. About 85 percent of the homes are owner-occupied.

Administration: The City is governed by a mayor elected for a two-year term and six aldermen, two elected each year for a three-year term. The city manager, city clerk and city treasurer administer the city's affairs in accordance with the policy set by council.

Laws and Regulations: Building regulations in force were developed from various excerpts and subsequent bylaws. Electrical code conforms to Provincial Regulations as do sanitary regulations. The city has its own planning commission.

Law Enforcement: Grande Prairie is policed by the RCMP detachment of one corporal and six constables.

Fire Protection: Headed by a full-time chief and 19 volunteers, the fire brigade has at its disposal equipment and hydrants deemed adequate to ensure efficient fire protection.



GRANDE
PRAIRIE
ALBERTA

Tax Structure: 1958 assessments:

(a) Land	\$1,810,330.00
(b) Buildings	5,417,898.00
(c) Business Tax	461,888.00
Total	\$7,690,116.00

1958 Mill Rates:	Public School	Separate School
Municipal	21.11	21.11
School	30.50	33.75
Hospital	7.95	7.95
Library	.53	.53
Public Health Unit	.83	.83
Home for Aged and Infirm	1.48	1.48
Combined Rate	62.40	65.65

Area: Area of city, 1,900 acres; streets, lanes and highways, 259 acres; public parks and playgrounds, 17.7 acres. There are 43.6 miles of roads, streets and lanes, 7.75 miles of concrete sidewalks and 3 miles of board sidewalks.

Sewer and Water: There are 2.88 miles of storm sewers, 19.9 miles of sanitary sewers and 15.7 miles of water mains. 1958 planned expansion includes construction of a 1,000,000 gallon stand-pipe water tower and 1.5 miles of sanitary sewers.

Power: Three phase 60-cycle power is supplied by Canadian Utilities Ltd. Domestic rates: first 25 kwh cost nine cents per kwh, next 50 kwh cost four cents per kwh and over 75 kwh cost three cents per kwh. Minimum monthly charge is \$1.75.

Commercial rate: Demand charge: 50 cents for first 1,000 watts connected load and 25 cents for each additional 1,000 watts. Energy charge: first 50 kwh cost nine cents per kwh; next 100 kwh cost eight cents per kwh; next 400 kwh cost five cents per kwh; all additional cost four cents per kwh. Special power rates are available to industrial users.

Water: City supply is obtained from a 210 million gallon reservoir a short distance from the city. Water is pumped to sedimentation basins and filters and to a 60,000 gallon elevated storage tank connected to the distribution system. General rate of \$1.00 per 1,000 gallons prevails but special rates are available for large users.

Natural Gas: Is supplied by Northern Utilities Ltd. Rates: first four mcf, \$3.00 per month; each additional mcf at 70 cents per mcf. Industrial rates available.

Fuel: L.P. gas with a heat value of 2,521 b.t.u. is available at \$6.50 per 100 lb. cylinder or bulk, 20.5 cents per gallon. Diesel fuel winter grade sells for 23 cents per gallon, summer grade for 22 cents per gallon. Very little coal is used.

Natural Resources: Lumber, clay, sand, gravel, straw, cereals, dairy products, poultry and eggs, cattle, horses, sheep, hogs, honey, forage and grass seeds, oil, natural gas.

Government Offices:

Federal: Post Office, Department of Veterans' Affairs; Armoury, RCMP, Department of Transport, Airport.

Provincial: Court house, liquor store, Treasury Branch, Alberta Government Telephones, road machinery depot, resident road engineer, superintendent of schools, district agriculturist, district home economist, highway traffic board inspector, timber inspector, fish and game officer, inspection service branch, Grand Prairie Health Unit.

Municipal: County of Grande Prairie, City Hall housing city clerk, city manager, city treasurer, recreation department, works foreman, engineers and staffs, public library of 5,000 volumes, fire hall. Garbage collected weekly in residential districts and daily in business districts.

Health Services: Grande Prairie Municipal Hospital contains 112 beds and is staffed by a matron, 22 graduate nurses, 8 nursing aides, X-ray technician, dietician, maintenance and office staffs. There are eight practising physicians, four dentists, three chiropractors, two optometrists, two veterinary surgeons and two drug stores. The Grande Prairie Health Unit has its headquarters in the city.

Professional and Personal Services: Four auditors and accountants, five barristers and solicitors; four beauty parlors, five barber shops, two dental technicians, one optical technician, two watch repair shops.

Transportation: Gravel and hard surfaced highways connect the city with Edmonton, Peace River, Alaska and Vancouver. The city is served by Northern Alberta Railway, taxi and commercial truck hauling as well as Canadian Pacific Airlines.

Communication: Grande Prairie Herald-Tribune, bi-weekly; NAR telegraph, Alberta Government Telephones, Post Office, Radio C.F.G.P.

Financial Facilities: Bank of Montreal, Bank of Nova Scotia, Imperial Bank of Canada, Treasury Branch, Grande Prairie Credit Union.

Hotels: York, Park, Donald, Murray, Grande Prairie. Rates \$1.50 - \$5.00 and up.

Tourist Camps: Grande Prairie Auto Court, Half-Way Motel, Grand View Motel, Leslie Motel, Airport Motel, Trailor Park.

Churches: Roman Catholic, United, Presbyterian, Baptist, Pentecostal Tabernacle, Church of Christ, Salvation Army, Christian Alliance, Church of Jesus Christ of Latter Day Saints, Lutheran.

Lodges: Masonic, I.O.O.F., B.P.O.E., Royal Purple, Knights of Columbus, Rebekah.

Service Clubs: Kinsmen, Lions, Rotary, Optimist, Chamber of Commerce, Junior Chamber, Canadian Legion, I.O.D.E. Women's Auxiliary Canadian Legion, Stagetts, Kinnettes.

Education: School board operates a complete elementary and secondary school system providing all grades up to and including twelve. There are 46 teachers. A separate school also offers grades 1 to 12.

Youth Activities: There are several organizations catering to the youth of Grande Prairie.

Sports: Golf, bowling, baseball, softball, tennis, curling, swimming, football, soccer, hockey, badminton and skating. There are ample facilities for all sports mentioned.

Fairs: County Fair, Grande Prairie Rodeo, Baseball and Athletic Tournament.

Population: Population (according to the City census taken by Junior Chamber of Commerce in May, 1958)—7227.
Market area population 25,000.

Trading Area: On the north for 75 miles, on the south for seven miles, on the west for 35 miles, on the east for 75 miles.

Industrial Development: The district has for many years been dependant upon agriculture for its economic sustenance. Although the importance of live stock production is increasing, cash crops are the major source of farm income in the area. As in many points in Alberta, production of oil and natural gas is also of economic importance. North Star oil refinery started production in 1957, employing 35 persons. A plywood plant, located on the northern outskirts of the city employs 80 persons, while lumbering operations throughout the area employ more than 700 persons. An abattoir recently was opened. Ideal industrial sites adjacent to trackage and highway, and serviced with all utilities, are available.

For further information about Grande Prairie
write

CITY MANAGER,
CITY OF GRANDE PRAIRIE

or

Director of Industrial Development
Legislative Building
Edmonton, Alberta